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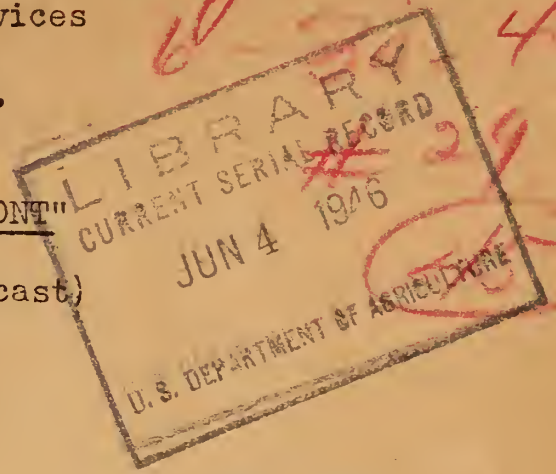
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WAR FOOD ADMINISTRATION
Office of Marketing Services
60 Beaver St.
New York 4, N.Y.

"THE AGRICULTURAL FRONT"

(For Immediate Broadcast)

July, 1945



It's July on the Agricultural Front...the bloom is on the peach... and everything that wasn't doublecrossed by the prolonged rains is busting out all over....First I'm going to ell you about the modified chicken order, WFO 119....Then a summing up of War Food Facts by Marvin Jones, retiring War Food Administrator...Then a round-up picture of the veteran who's dreaming of a farm when he comes home....a plug for peaches and canning...news about the cherry order...and a nostalgic note on cotton.

Chicken hits the headlines again...this time with a promise of a little more chicken for civilians in the months ahead. But not much more...the why will come later on.

Reason for the modification of War Food Order 119 effective in the Del-Mar-Va chicken producing area, is the slight seasonal reduction in requirements of the Armed forces. Up to June 25, the Army took 80 percent of a possible 100 percent goal of authorized processing plants. Everything above the 80 percent quota was divided with the civilian trade. Under the changed order, the Army will take 70 percent. This leaves 30 percent for civilian use if the plant readies its full quota. But there's a bee in the bonnet. The War Food Administration is hoping that most of this extra chicken will go to civilian hospitals. A bowl of chicken broth is more urgent for the convalescent than chicken dinners for the rest of us.

A WFA spokesman has indicated that "...even at best only the minimum requirements of hospitals can possibly be met. And this minimum can be supplied only through the cooperation of processing plants which is being offered freely to us..."

Already, 8 New York City receivers of Del-Mar-Va area poultry have agreed to earmark 10 percent of the dressed poultry released to them for the hospital program...enough to care for all New York area's hospital requirements. This is a good beginning. We know that receivers from other chicken-producing areas will follow their example.

In the last analysis, what the modified order really signifies is a possible increase for civilians, a definite increase for hospital patients.

Judge Marvin Jones has stepped out of the Number 1 job in the War Food Administration to return to the bench. Summing up the War Food picture in a recent Washington broadcast, he stated that... "While there are some inequities in distribution, the food problem is not a lack of production but the greatly increased demand that is being made on American food from all over the world...To produce, store, and channel to the battlefront these vast quantities of food has been a tremendous task..."

After talking about the difficulties that WFA has faced, Mr. Jones touched upon the problem of helping to provide food for millions of hungry peoples in Europe..."It is in our own interest," he said, "to make contributions to this cause. Otherwise the fruits of war will be lost and chaos might result. Permanent peace cannot be had in a hungry world."

His closing note was..."In spite of the difficulties, our armed forces must be well fed. We will continue to help our fighting allies. Our own people continue to have enough wholesome food, and we will continue to contribute our part to the relief of hungry and starving people. This is a practical matter and a part of the war itself."

Most of the officers and enlisted men who returned with General Eisenhower want most of all to get back to the farm. One of them called his farm, long distance, from Washington. He was just about to meet the President. But he wanted to know what was happening back home in Kansas. He came out of the booth with a long look. "There's a frost out in Kansas", he said. "It's crop time, too. I wish I were home".

A lot of boys who come home will go back to their farms...or their dad's farm. A survey conducted by the Army concludes that more than 800,000 men now in the Army expect to farm after the war. These prospective farmers equal roughly the number of men who left farming to go into the Army.

Congress has authorized the Farm Security Administration to lend 25 million dollars in the next 12 months to returning servicemen who want to buy family-size farms. These ear-marked loans will be started on July 2 through more than 2,000 county offices.

The applicant finds the farm that suits his fancy. It is appraised. A loan is made only when the purchase price is in line with the farm's actual value, based on its long-range earning capacity. The loans can cover the full purchase price of the farm. Returning servicemen can take up to 40 years to repay the loan. More than 2,000 discharged veterans have applied to FSA so far. 64 have already been financed in farm purchases. More than 2,500 veterans have obtained rehabilitation loans to finance the purchase of machinery, livestock, feed and seed so they could resume farming, most of them on rented land. FSA's local offices are assisting in carrying out sound farming operations.

On the machinery angle, veterans who intend to go in for farming are on the preferred list. If they can establish a definite need, County Triple A committees will supply them with certificates that must be honored by dealers, notwithstanding prior commitments or contracts for sale (other than those carrying WPB ratings).

On the subject of farm labor, the Bureau of Agricultural Economics reports that farm wage rates have reached a new record. June 1st wage rates were about twice as high as those paid three years ago. Monthly wage rates averaged \$81.30 with board...\$93.10 without board. The daily wage average was \$3.65 with board...4.16 without. Farm employment for June was set at nearly 11 million...about 2½ percent less than the same month last year.

The Farm Labor Division of Extension Service has been making a drive for workers with farm backgrounds. These wage rates may give you an idea of what the trend is.

Despite the prolonged rains, peaches have come through with flying colors. The Department of Agriculture has the pleasure of announcing the largest U.S. peach crop on record...slightly over 78 million bushels. The early southern crop is particularly large. But the intermediate crop which is marketed between the early Southern peaches and the late New York crop is only half as large as last year. The crop in New York State was less damaged by freezes and poor pollination than other fruits.

The record crop is good news because canned fruits will be in short supply this winter...because point values will be high.

The problem is to move this bumper crop. So far, everything is set on the Georgia and Carolina end. Railroad men say they can handle the shipments from this area. Both ice and containers are available.

Peaches deserve all the courtesy the consumer can give them. They're good to can, and they're good to eat. They're good to look at...and to cap their goodness...they're good for you...insofar as vitamins are involved.

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Speaking of canning, funds have been provided for continuing the community canning centers through the 1945 canning season. The program will be carried out through State Boards for vocational education and local public schools. Plans have been agreed upon by the Office of Education and the War Food Administration. There is scarcely any need to urge you to go in for a heavy session of home canning. You remember what joy and comfort those rows of glass jars were last winter. They can do you the same service again. Moreover, the need is greater this year. More cans are going to the Pacific. That means...more home canning

on the home front. Pitch in and write your own success story in the canning game.

War Food recently issued War Food Order 133, requiring 100 percent set-aside of all the hot packed and frozen cherries processed in 1945.

This means that processors will have to hold all of their 1945 packs for sale to Government agencies. The order also restricts the commercial processing of red sour cherries to hot packing and freezing. In addition, the order limits the amount a processor, in any state except New York, may freeze to 25 percent of the frozen quantity he processed in 1944. In New York a processor may freeze up to 50 percent of the 1944 frozen quantity. This higher percentage was applied to New York State because of the restrictions on the freezing of New York cherries in the base year, 1944, under WFO 107. Another provision of the order is that no processor shall freeze red sour cherries in packages of less than 30 pounds net weight.

Records and reports are required to be filed with the Order Administrator, WFO 133, Fruit and Vegetable Branch, Office of Marketing Services, Washington 25, D.C.

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Have you been pinched by a shortage of towels, sheets, and cotton yarn goods? You can blame it on the military requirements. They need cotton cloth for uniforms, hospital supplies, tents and other military equipment. All the available labor and mill

machinery are geared to turning out manufactured cottons for war and the more essential civilian uses. On top of this, cotton bags are being used for agricultural products. With paper and burlap bags scarce, root vegetables, flour, cereal grains, fertilizer and seeds have taken to cotton. Cotton is King...for the Army and for A l civilian needs. String along. It will come back again.

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Here's a most important note to end this month's Agricultural Front. Its come around to harvest time for some crops...wheat for example... and we know that on many farms the hay is in the barn. Point is that you may be in a better position now to see your way clear to buy another War Bond. Buying bonds is the best way to store away cash. You know its safe and at the end of 10 years you get 4 dollars for every three you "salt down" now ! Insure your own future with a bond today!

